

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXXII

The Index measures the percentage of theatergoers reached by the advertising and publicity for each picture. Mere recognition of the title is not considered adequate proof of penetration; respondents must also identify the star or give some other concrete evidence that they really know something about the picture concerned.

Each picture's publicity penetration should be considered in the light of three factors:

1. The sum of money spent on the campaign.
2. The cast—it is easier to secure high penetration for a Gable picture than for a star-less picture.
3. The release date and the date when the campaign started.

Week Ending January 17, 1942

	PUBLICITY PENETRATION			WANT-TO-SEE	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P. P. One Week Before Release	Percentage of Those Having Heard of Picture Who Want to See It	+ or - Average
	%	%	%	%	%
FANTASIA	Opened	47	+13	63	-5
BALL OF FIRE	Opened	42	+20	83	+15
THE MAN WHO CAME TO DINNER	Opened	41	+17	80	+12
JOHNNY EAGER	21	22	-2	81	+13
SON OF FURY	30	20	-4	73	+5
THE SHANGHAI GESTURE	Opened	18	-6	69	+1
ALL THROUGH THE NIGHT	9	8	-16	60	-8
FOUR JACKS AND A JILL	3	5	-19	Insufficient Cases	

It has been found that the standard procedure used by the INSTITUTE to measure publicity penetration occasionally underestimates the penetration of pictures which are better known by their stars than by their titles. Notable examples were FATHER TAKES A WIFE and LOOK WHO'S LAUGHING. In recent weeks, therefore, we have been measuring not only the number of theatergoers who have heard of each *title*, but also the number who are aware that the particular star is in a new picture. (In both cases respondents are required to offer collateral proof that they know about the picture.)

In the case of BALL OF FIRE, 36 per cent could prove that they had heard of the title "BALL OF FIRE" and an *additional* 6 per cent could prove that they knew something about Gary Cooper's new picture. The same procedure, when applied to FOUR JACKS AND A JILL, added less than one point to the penetration.

In those areas where FANTASIA has already shown, it has registered a penetration of 85 per cent.

It is interesting to observe the low want-to-see vote for ALL THROUGH THE NIGHT—the latest Gestapo picture. The comparable figures on MANHUNT and ESCAPE were 74 per cent and 72 per cent respectively.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXXI

The Index measures the percentage of theatergoers reached by the advertising and publicity for each picture. Mere recognition of the title is not considered adequate proof of penetration; respondents must also identify the star or give some other concrete evidence that they really know something about the picture concerned.

Each picture's publicity penetration should be considered in the light of three factors:

1. The sum of money appropriated for the campaign.
2. The cast—it is easier to secure high penetration for a Gable picture than for a star-less picture.
3. The release date and the date when the campaign started.

Week Ending January 10, 1942

	PUBLICITY PENETRATION			Percentage of Those Having Heard of Picture Who Want to See It	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P. P. One Week Before Release		+ or - Average
	%	%	%	%	%
THE MAN WHO CAME TO DINNER	Opened	40	+16	79	+11
HOW GREEN WAS MY VALLEY	Opened	38	+14	70	+2
BALL OF FIRE	35	38	+14	83	+15
PLAYMATES	Opened	29	Released	75	+7
THE SHANGHAI GESTURE	Opened	17	-7	69	+1
JOHNNY EAGER	13	13	-11	82	+14
SON OF FURY	5	11	-13	71	+3
FOUR JACKS AND A JILL	3	5	-19	Insufficient Cases	
ALL THROUGH THE NIGHT	1	4	-20	Insufficient Cases	

It is interesting to note that the want-to-see vote for both THE MAN WHO CAME TO DINNER and HOW GREEN WAS MY VALLEY is considerably higher in the New York area than in the rest of the country. How GREEN WAS MY VALLEY is especially strong with infrequent theatergoers.

The percentage of theatergoers who want to see PLAYMATES continued to decline although the want-to-see vote for this picture is still slightly above average.

The penetration of BALL OF FIRE increased 13 per cent during the week ending January 10.

Notice that JOHNNY EAGER received a very promising want-to-see vote.

Princeton, January 15, 1942

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXX

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Each picture's publicity penetration should be considered in the light of three factors:

1. The sum of money appropriated for the campaign.
2. The cast—it is easier to secure high penetration for a Gable picture than for a star-less picture.
3. The release date and the date when the campaign started.

Week Ending January 3, 1942

	PUBLICITY PENETRATION			Percentage of Those Having Heard of Picture Who Want to See It	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P.P. One Week Before Release		+ or - Average
	%	%	%	%	%
LOUISIANA PURCHASE	Opened	53	+29	85	+17
THE MAN WHO CAME TO DINNER	Opened	40	+16	80	+12
PLAYMATES	Opened	29	+5	77	+9
BALL OF FIRE	22	25	+1	85	+17
BED-TIME STORY	23	16	-8	76	+8
REMEMBER THE DAY	Opened	11	-13	78	+10
THE MAGNIFICENT AMBERSONS	10	9	-15	Insufficient Cases	

The want-to-see vote for BALL OF FIRE is the highest yet measured by the Institute for an RKO picture. Its penetration, however, has not reached the level appropriate for a picture of this caliber, although a 16 per cent increase in penetration was recorded during the holiday period.

The penetration of PLAYMATES has been nearly stationary during the past 5 weeks. However, the picture's want-to-see vote remains substantially above the average for "A" pictures.

Considering the fact that THE MAGNIFICENT AMBERSONS will not be released until March at the earliest, its level of penetration is highly encouraging.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXIX

The Index measures the percentage of theatergoers reached by the advertising and publicity for each picture. Mere recognition of the title is not considered adequate proof of penetration; respondents must also identify the star or give some other concrete evidence that they really know something about the picture concerned.

Each picture's publicity penetration should be considered in the light of three factors:

1. The sum of money appropriated for the campaign.
2. The cast—it is easier to secure high penetration for a Gable picture than for a star-less picture.
3. The release date and the date when the campaign started.

Week Ending December 20, 1941

	PUBLICITY PENETRATION			Percentage of Those Having Heard of Picture Who Want to See It	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P.P. One Week Before Release		+ or - Average
	%	%	%	%	%
THE MAN WHO CAME TO DINNER	70	38	+14	84	+16
LOUISIANA PURCHASE	49	33	+9	85	+17
PLAYMATES	51	28	+4	78	+10
H. M. PULHAM, ESQ.	Opened	23	Released	80	+12
KATHLEEN	Opened	22	Released	63	-5
DESIGN FOR SCANDAL	28	11	-13	70	+2
REMEMBER THE DAY	20	9	-15	Insufficient Cases	
BED-TIME STORY	15	9	-15	Insufficient Cases	
BALL OF FIRE	8	9	-15	Insufficient Cases	
THE MAGNIFICENT AMBERSONS	6	7	-17	Insufficient Cases	

Princeton, December 24, 1941.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXVIII

The Index measures the percentage of theatergoers reached by the advertising and publicity for each picture. Mere recognition of the title is not considered adequate proof of penetration; respondents must also identify the star or give some other concrete evidence that they really know something about the picture concerned.

Each picture's publicity penetration should be considered in the light of three factors:

1. The sum of money appropriated for the campaign.
2. The cast—it is easier to secure high penetration for a Gable picture than for a star-less picture.
3. The release date and the date when the campaign started.

Week Ending December 13, 1941

	PUBLICITY PENETRATION			Percentage of Those Having Heard of Picture Who Want to See It	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P.P. One Week Before Release		+ or - Average
	%	%	%	%	%
TWO-FACED WOMAN	68	46	Released	60	-8
THE MAN WHO CAME TO DINNER	58	36	+12	84	+16
PLAYMATES	40	27	+3	78	+10
H. M. PULHAM, ESQ.	26	22	-2	80	+12
KATHLEEN	43	22	-2	63	-5
DESIGN FOR SCANDAL	22	10	-14	72	+4
CONFIRM OR DENY	4	5	-19	Insufficient Cases	
BED-TIME STORY	3	5	-19	Insufficient Cases	
REMEMBER THE DAY	4	4	-20	Insufficient Cases	

The want-to-see vote on *PLAYMATES* is going up in a very satisfactory manner. It's publicity penetration is also running at a healthy level, having regard to the fact that the picture will not be generally released until after January 1st. As of December 13, *PLAYMATES* looks good for 120 per cent on the RKO Classification, but of course

this prediction will have to be recalculated one week before general release.

THE MAN WHO CAME TO DINNER is exceptionally high not only in publicity penetration but also in want-to-see.

The want-to-see vote on *TWO-FACED WOMAN* shows an obstinate failure to rise; it is still sub-normal.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXVII

The Index measures the percentage of theatergoers reached by the advertising and publicity for each picture. Mere recognition of the title is not considered adequate proof of penetration; respondents must also identify the star or give some other concrete evidence that they really know something about the picture concerned.

Each picture's publicity penetration should be considered in the light of three factors:

1. The sum of money appropriated for the campaign.
2. The cast—it is easier to secure high penetration for a Gable picture than for a star-less picture.
3. The release date and the date when the campaign started.

Week Ending December 6, 1941

	PUBLICITY PENETRATION			Percentage of Those Having Heard of Picture Who Want to See It	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P.P. One Week Before Release		+ or - Average
	%	%	%	%	%
TWO-FACED WOMAN	58	44	Opened	62	-6
PLAYMATES	37	26	+2	74	+6
RISE AND SHINE	Opened	22	-2	68	0
H. M. PULHAM, ESQ.	9	21	-3	75	+7
KATHLEEN	21	20	-4	66	-2
DESIGN FOR SCANDAL	22	7	-17	Insufficient Cases	
CONFIRM OR DENY	2	4	-20	Insufficient Cases	
BED-TIME STORY	3	4	-20	Insufficient Cases	
JOAN OF PARIS	6	3	-21	Insufficient Cases	

The penetration of *PLAYMATES* increased very considerably during the week ending December 6—especially in the New York area. For a picture which has not yet been released, this gain in publicity penetration is one of the strongest ever recorded in so short a period of time. The want-to-see vote is also considerably above average.

The publicity penetration of *TWO-FACED WOMAN* increased even more sharply during the week ending

December 6 than during the previous week when the current controversy about this picture had not had sufficient time to penetrate. In spite of this gain in penetration, it is somewhat surprising to note that there has not been a commensurate gain in the want-to-see vote for this picture.

The penetration achieved by *JOAN OF PARIS* at this early date is creditable considering the difficulties of securing a satisfactory penetration with an unknown cast.

Princeton, December 11, 1941

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXVI

The Index measures the percentage of theatergoers reached by the advertising and publicity for each picture. Mere recognition of the title is not considered adequate proof of penetration; respondents must also identify the star or give some other concrete evidence that they really know something about the picture concerned.

Each picture's publicity penetration should be considered in the light of three factors:

1. The sum of money appropriated for the campaign.
2. The cast—it is easier to secure high penetration for a Gable picture than for a star-less picture.
3. The release date and the date when the campaign started.

Week Ending November 29, 1941

	PUBLICITY PENETRATION			Percentage of Those Having Heard of Picture Who Want to See It	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P.P. One Week Before Release		+ or - Average
	%	%	%	%	%
KEEP 'EM FLYING	Opened	37	Released	76	+8
THEY DIED WITH THEIR BOOTS ON	Opened	31	+7	78	+10
TWO-FACED WOMAN	33	30	+6	60	-8
SKYLARK	Opened	22	Released	74	+6
LOOK WHO'S LAUGHING	28	21	Released	72	+4
SUSPICION	Opened	19	Released	80	+12
RISE AND SHINE	18	17	-7	71	+3
PLAYMATES	9	11	-13	Insufficient Cases	
DESIGN FOR SCANDAL	8	5	-19	Insufficient Cases	

The publicity penetration for PLAYMATES is creditable considering the fact that this picture will not be generally released for at least six weeks and that the stars are not top rank marquee names. Kyser, for example, ranks 62nd on the latest AUDIT OF MARQUEE VALUES.

The penetration of TWO-FACED WOMAN doubled during the week ending November 29. The want-to-see vote for this picture is exceptionally low except in those areas where agitation against it has already been publicized. For example, in the New York area the want-to-see vote is 75 per cent.

Princeton, December 4, 1941

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXV

Week Ending November 22, 1941

	PUBLICITY PENETRATION			Percentage of Those Having Heard of Picture Who Want to See It	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P.P. One Week Before Release		+ or - Average
	%	%	%	%	%
KEEP 'EM FLYING	22	28	+4	76	+8
THEY DIED WITH THEIR BOOTS ON	Opened	26	+2	77	+9
SUSPICION	Opened	19	Released	82	+14
LOOK WHO'S LAUGHING	10	18	-6	72	+4
SKYLARK	Opened	18	-6	74	+6
TWO-FACED WOMAN	18	15	-9	Insufficient cases	
RISE AND SHINE	17	13	-11	Insufficient cases	
UNHOLY PARTNERS	10	8	-16	Insufficient cases	

The want-to-see vote for *SUSPICION* remains extraordinarily high. Its penetration is still not up to par, since the average for "A" pictures released by RKO is 24 per cent at this point of time. In the New York area, however, *SUSPICION* has a penetration of 51 per cent.

LOOK WHO'S LAUGHING increased its penetration two points during the week. It should be noted that this picture's want-to-see vote is four points above the average

for "A" pictures, which is excellent for a picture in this cost category.

KEEP 'EM FLYING made a strong gain of 11 per cent in publicity penetration, while the want-to-see vote for *THEY DIED WITH THEIR BOOTS ON* increased very substantially during the week. On the basis of these results, both of these pictures should do very well at the box-office.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXIV

Week Ending November 15, 1941

	PUBLICITY PENETRATION			Percentage of Those Having Heard of Picture Who Want to See It	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P.P. One Week Before Release		+ or - Average
	%	%	%	%	%
THE CHOCOLATE SOLDIER	Opened	38	Released	60	-8
BIRTH OF THE BLUES	41	35	Released	80	+12
THEY DIED WITH THEIR BOOTS ON	21	22	-2	71	+3
SKYLARK	29	17	-7	73	+5
KEEP 'EM FLYING	8	17	-7	78	+10
LOOK WHO'S LAUGHING	8	16	-8	72	+4
SUSPICION	17	15	-9	83	+16
UNHOLY PARTNERS	5	8	-16	Insufficient Cases	
UNEXPECTED UNCLE	Opened	4	-20	Insufficient Cases	

Notice the remarkably high want-to-see vote for *SUSPICION*. This is the highest want-to-see vote yet recorded for an RKO Picture and one of the very highest which the Institute has measured. However, *SUSPICION*'s publicity penetration is still much below par, both in New York and throughout the country. With such a high box-office *potential* *SUSPICION* certainly merits the strongest possible publicity campaign.

The reader may be surprised to learn that the mentions accorded to *LOOK WHO'S LAUGHING* on the *BERGEN* and *McGEE* radio programs have not produced a greater increase in publicity penetration. As a matter of fact five per cent of all persons interviewed attributed their knowledge of the picture to the *BERGEN* program, four per cent

to the *McGEE* program, and three per cent to "the radio". While these two programs have large Crossley ratings, there happens to be considerable *duplication* or *overlapping* between their audiences. We find that almost half the persons who had heard the Edgar Bergen program the previous Sunday had also heard the Fibber McGee program the previous Tuesday. Under the circumstances, a penetration of 16 per cent is very creditable. (The average for all "A" pictures released by RKO is 15 per cent at this point of time.)

The want-to-see vote for *LOOK WHO'S LAUGHING* is also strong for a picture of this cost category, being four points above the average for "A" pictures.

Princeton, November 21, 1941

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXIII

Week Ending November 8, 1941

	PUBLICITY PENETRATION			Percentage of Those Having Heard of Picture Who Want to See It	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P.P. One Week Before Release		+ or - Average
	%	%	%	%	%
BIRTH OF THE BLUES	36	30	+6	81	+13
DUMBO	Opened	29	+5	70	+2
THE CHOCOLATE SOLDIER	Opened	27	+3	62	-6
ONE FOOT IN HEAVEN	28	26	Released	68	0
APPOINTMENT FOR LOVE	Opened	14	-10	68	0
SKYLARK	21	14	-10	71	+3
SUSPICION	11	10	-14	Insufficient Cases	
YOU BELONG TO ME	11	8	-16	Insufficient Cases	
LOOK WHO'S LAUGHING	3	5	-19	Insufficient Cases	
TARGET FOR TONIGHT	Opened	4	-20	Insufficient Cases	

Notice that the want-to-see vote for DUMBO has sharply declined. This marked downward trend in the want-to-see vote has been clearly in evidence for two weeks.

The publicity penetration of SUSPICION has increased seven per cent during the week. If this trend continues, the penetration *may* reach the average for "A" pictures,

24 per cent, before the picture's scheduled release date. But it is running considerably below par for a picture of such importance.

The best thing Warner Brothers could do for the Allied cause would be to get behind TARGET FOR TONIGHT with some national advertising and promotion.

Princeton, November 13, 1941

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXII

Week Ending November 1, 1941

	PUBLICITY PENETRATION			Percentage of Those Having Heard of Picture Who Want to See It	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P.P. One Week Before Release		+ or - Average
	%	%	%	%	%
BIRTH OF THE BLUES	32	23	-1	77	+9
DUMBO	Opened	22	-2	73	+5
ALL THAT MONEY CAN BUY	Opened	19	Released	70	+2
ONE FOOT IN HEAVEN	24	18	-6	70	+2
THE FEMININE TOUCH	11	15	Released	Insufficient Cases	
APPOINTMENT FOR LOVE	13	9	-15	Insufficient Cases	
NEW YORK TOWN	10	9	-15	Insufficient Cases	
SUSPICION	5	3	-21	Insufficient Cases	
WEEK-END FOR THREE	Opened	3	-21	Insufficient Cases	

Although the publicity penetration for DUMBO is *now* only 3 per cent greater than for ALL THAT MONEY CAN BUY, there was a very large difference between the penetrations of these pictures *prior to their release*. One week before release DUMBO had 22 per cent, which is only 2 points below the average for A pictures; whereas ALL THAT MONEY CAN BUY registered only 8 per cent one week before its release, which is 16 points below average. Apparently the advertising campaign for ALL THAT MONEY CAN BUY began too late.

WEEK-END FOR THREE seems to have opened almost cold in New York City. Even after playing at the Palace for one week, this picture's penetration in New York City is only 14 per cent, which means that only one

theatergoer in every seven has heard of it. For the rest of the country the figure is only 2 per cent.

The publicity penetration for SUSPICION is still dangerously low but no doubt it will gather momentum as the magazine advertisements begin to build up circulation. It is to be hoped that the release of SUSPICION can be postponed until the picture has achieved a publicity penetration of at least 45 per cent—a figure which was exceeded by KITTY FOYLE, DR. JEKYLL AND MR. HYDE, SERGEANT YORK, CITIZEN KANE, ZIEGFELD GIRL, PHILADELPHIA STORY and CAUGHT IN THE DRAFT. At present the publicity penetration of SUSPICION is only 5 per cent for New York and 3 per cent for the rest of the country.

Princeton, November 5, 1941

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXXI

Week Ending October 25, 1941

	PUBLICITY PENETRATION			Percentage of Those Having Heard of Picture Who Want to See It	
	New York Area	All Areas Where Picture Had Not Opened	+ or - Average for P.P. One Week Before Release		+ or - Average
	%	%	%	%	%
SMILIN' THROUGH	46	32	+8	66	-2
DUMBO	Opened	19	-5	74	+6
ALL THAT MONEY CAN BUY	Opened	17	-7	69	+1
WEEK-END IN HAVANA	22	16	Released	74	+6
ONE FOOT IN HEAVEN	24	15	-9	Insufficient Cases	
THE GAY FALCON	Opened	5	-19	64	-4
NEW YORK TOWN	7	5	-19	Insufficient Cases	
APPOINTMENT FOR LOVE	7	5	-19	Insufficient Cases	
SUSPICION	5	2	-22	Insufficient Cases	

Hitherto, we have reported publicity penetration for areas in which pictures are showing or have already shown. However, it has been pointed out that these figures are misleading in that they represent not only the results of nationwide pre-selling but also

the results of local word-of-mouth, etc. In future, therefore, we propose to report the publicity penetration *only for those areas where the picture has not yet opened.*

Princeton, October 30, 1941.

SMILIN' THROUGH is an interesting case—a picture with a want-to-see vote below average which, thanks to a relatively high publicity penetration, should do fairly well at the box-office.

The want-to-see vote for DUMBO increased 2 per cent over last week. An even higher want-to-see vote is indicated.

The penetration for APPOINTMENT FOR LOVE remains surprisingly low. Universal's publicity apparently has missed the boat on this picture both in New York and throughout the country.

ALL THAT MONEY CAN BUY gained 9 points in publicity penetration during the past week. Apparently the current publicity campaign is only now beginning to take effect.

The low penetration for SUSPICION is disquieting, having regard to this picture's imminent release. No doubt the advertising campaign in national magazines, which is just getting under way, will yield a satisfactory penetration. But readers of Report LXIX, WHEN SHOULD PUBLICITY START? may draw the conclusion that the campaign for SUSPICION is beginning dangerously late.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXX

Week Ending October 18, 1941

	PUBLICITY PENETRATION				Percentage of Those Having Heard of Picture Who Want to See It	
	<i>All Areas</i>	<i>New York Area</i>	<i>Areas Where Picture Had Not Yet Opened</i>	<i>+ or - Average for P.P. One Week Before Release</i>		<i>+ or - Average</i>
	%	%	%	%	%	%
SMILIN' THROUGH	35	46	32	+8	68	0
NOTHING BUT THE TRUTH	33	28	26	+2	84	+16
WEEK-END IN HAVANA	26	22	16	-8	74	+6
DUMBO	18	33	18	-6	72	+4
ALL THAT MONEY CAN BUY	15	33	8	-16	67	-1
THE GAY FALCON	14	42	2	-22	63	-5
THE FEMININE TOUCH	5	1	5	-19	Insufficient cases	
NEW YORK TOWN	5	2	4	-20	Insufficient cases	
APPOINTMENT FOR LOVE	3	4	3	-21	Insufficient cases	

Note that in the New York area, ALL THAT MONEY CAN BUY gained 26 per cent in publicity penetration during the past week. This clearly indicates the results which may be gained in a short

space of time from adequate newspaper coverage—even with Music Hall's style of advertising. However, this picture's nation-wide penetration is still dangerously low.

Princeton, October 23, 1941.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXIX

Week Ending October 11, 1941

	PUBLICITY PENETRATION				Percentage of Those Having Heard of Picture Who Want to See It	
	<i>All Areas</i>	<i>New York Area</i>	<i>Areas Where Picture Had Not Yet Opened</i>	<i>+ or - Average for P.P. One Week Before Release</i>		<i>+ or - Average</i>
	%	%	%	%	%	%
A YANK IN THE R. A. F.	67	74	49	Released	82	+14
HONKY TONK	59	69	31	Released	80	+12
IT STARTED WITH EVE	25	42	10	Released	68	0
NOTHING BUT THE TRUTH	23	10	16	-8	83	+15
WEEKEND IN HAVANA	15	16	12	-12	76	+8
DUMBO	9	14	9	-15	68	0
THE GAY FALCON	7	23	1	-23	Insufficient cases	
ALL THAT MONEY CAN BUY	3	7	3	-21	Insufficient cases	
APPOINTMENT FOR LOVE	2	3	2	-22	Insufficient cases	

Notice that up to the week ending October 11th, even DUMBO had a higher penetration than ALL THAT MONEY CAN BUY, both in the New York area and throughout the country. It is interesting to note that CAUGHT IN THE DRAFT had a 31 per cent

greater publicity penetration than has NOTHING BUT THE TRUTH at the equivalent point of time, although the want to see vote is equally high for both pictures.

Princeton, October 16, 1941.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXVIII

Week Ending October 4, 1941

	PUBLICITY PENETRATION				Percentage of Those Having Heard of Picture Who Want to See It	
	All Areas	New York Areas	Areas Where Picture Had Not Yet Opened	+ or - Average for P.P. One Week Before Release		+ or - Average
	%	%	%	%	%	%
SERGEANT YORK	71	92	63	Released	86	+18
A YANK IN THE R. A. F.	55	74	44	+20	83	+15
THE LITTLE FOXES	49	78	39	Released	75	+7
HONKY TONK	41	63	26	+2	82	+14
LYDIA	36	73	24	Released	58	-10
YOU'LL NEVER GET RICH	29	20	21	-3	69	+1
NOTHING BUT THE TRUTH	12	6	11	-13	81	+13
WEEKEND IN HAVANA	9	10	9	-15	76	+8
ALL THAT MONEY CAN BUY	2	3	2	-22	Insufficient cases	

As an additional service, the Institute will henceforward report the publicity penetration for the New York area separate from the rest of the country.

Only a negligible percentage of theatergoers have yet heard about ALL THAT MONEY CAN BUY. It is to be hoped that the release of this picture can be postponed until the advertisements scheduled to appear in LIFE, LOOK, SATURDAY EVENING POST and GOOD HOUSEKEEPING

have had time to accumulate their maximum circulation, which will not be before November 1st, at the earliest. Otherwise the verdict would have to be, as in the case of THE DEVIL AND MISS JONES: "too little and too late".

Note that the box-office potential of NOTHING BUT THE TRUTH, as indicated by its high want-to-see vote, will be seriously impaired unless Paramount succeeds in increasing the picture's penetration far above its present level.

Princeton, October 9, 1941

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXVII

Week Ending September 27, 1941

	1.	2.	3.	4.	5.
	<i>Publicity Penetration In All Areas</i>	<i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	<i>+ or - Average for P.P. One Week Before Release</i>	<i>Percentage of Those Having Heard of Picture Who Want to See It</i>	<i>+ or - Average</i>
	%	%	%	%	%
SERGEANT YORK	65	60	+36	85	+17
THE LITTLE FOXES	46	39	+15	76	+8
A YANK IN THE R. A. F.	39	36	+12	82	+14
FATHER TAKES A WIFE	30	20	Released	65	-3
LYDIA	29	21	-3	58	-10
PARACHUTE BATTALION	25	11	Released	67	-1
YOU'LL NEVER GET RICH	17	15	-9	68	0
SKYLARK	5	5	-19	Insufficient cases	
ALL THAT MONEY CAN BUY	1	1	-23	Insufficient cases	

Note that the "want-to-see" vote for A YANK IN THE R. A. F. is almost as high as the "want-to-see" vote for SERGEANT YORK. The rather considerable difference between the box-office expectancy of these two pictures is largely due to a 21 point difference in their publicity penetration. This fact highlights the importance

of publicity as a box-office factor. The publicity penetration of ALL THAT MONEY CAN BUY is dangerously low. Even in New York City, where the picture is very shortly due at the Music Hall, the figure is only 2 per cent. Here is a case where drastic remedial measures seem to be indicated.

Princeton, October 2, 1941.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXVI

Week Ending September 20, 1941

	1. <i>Publicity Penetration In All Areas</i>	2. <i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	3. <i>+ or - Average for P.P. One Week Before Release</i>	4. <i>Percentage of Those Having Heard of Picture Who Want to See It</i>	5. <i>+ or - Average</i>
	%	%	%	%	%
SERGEANT YORK	61	57	+33	84	+16
THE LITTLE FOXES	43	39	+15	78	+10
A YANK IN THE R. A. F.	35	34	+10	82	+14
NAVY BLUES	32	22	Released	70	+2
FATHER TAKES A WIFE	30	21	-3	64	-4
UNFINISHED BUSINESS	23	15	Released	67	-1
LADY SCARFACE	12	5	-19	46	-22
YOU'LL NEVER GET RICH	11	11	-13	Insufficient cases	
IT STARTED WITH ADAM	4	4	-20	Insufficient cases	

Princeton, September 25, 1941.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXV

Week Ending September 13, 1941

	1. <i>Publicity Penetration In All Areas</i>	2. <i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	3. <i>+ or — Average for P.P. One Week Before Release</i>	4. <i>Percentage of Those Having Heard of Picture Who Want to See It</i>	5. <i>+ or — Average</i>
	%	%	%	%	%
SERGEANT YORK	56	51	+27	83	+15
A YANK IN THE R. A. F.	30	30	+6	80	+12
FATHER TAKES A WIFE	24	20	—4	64	—4
NAVY BLUES	22	22	—2	67	—1
UNFINISHED BUSINESS	20	14	—10	67	—1
PARACHUTE BATTALION	17	11	—13	66	—2
LADY SCARFACE	12	5	—19	47	—21
YOU'LL NEVER GET RICH	11	11	—13	Insufficient cases	
IT STARTED WITH ADAM	3	3	—21	Insufficient cases	

The decline in the want-to-see vote for PARACHUTE BATTALION is typical for pictures whose first reception is not exceptionally warm. However, the vote is still remarkably high for a picture in this cost category. Although the publicity penetration for

FATHER TAKES A WIFE has not increased during the past four weeks, the present figure of 20 per cent is commendable. It is also noteworthy that the want-to-see vote has been steadily increasing. It is now only four points below the average for A pictures.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXIV

Week Ending September 6, 1941

	1.	2.	3.	4.	5.
	<i>Publicity Penetration In All Areas</i>	<i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	<i>+ or — Average for P.P. One Week Before Release</i>	<i>Percentage of Those Having Heard of Picture Who Want to See It</i>	<i>+ or — Average</i>
	%	%	%	%	%
CITIZEN KANE	62	51	Released	68	+2
THE LITTLE FOXES	43	35	+11	78	+10
A YANK IN THE R. A. F.	26	26	+2	79	+11
FATHER TAKES A WIFE	20	20	—4	62	—6
NAVY BLUES	17	17	—7	69	+1
UNFINISHED BUSINESS	16	11	—13	67	—1
PARACHUTE BATTALION	13	11	—13	68	0
LYDIA	10	10	—14	Insufficient cases	
LADY SCARFACE	9	5	—19	50	—18

Princeton, September 11, 1941

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXIII

Week Ending August 30, 1941

	1. <i>Publicity Penetration In All Areas</i>	2. <i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	3. <i>+ or — Average for P.P. One Week Before Release</i>	4. <i>Percentage of Those Having Heard of Picture Who Want to See It</i>	5. <i>+ or — Average</i>
	%	%	%	%	%
CITIZEN KANE	62	51	+27	72	+4
DR. JEKYLL & MR. HYDE	56	47	+23	76	+8
THE LITTLE FOXES	33	25	+1	78	+10
A YANK IN THE R. A. F.	25	25	+1	78	+10
FATHER TAKES A WIFE	20	20	—4	62	—6
UNFINISHED BUSINESS	10	10	—14	66	—2
OUR WIFE	9	6	—18	Insufficient cases	
PARACHUTE BATTALION	8	8	—16	67	—1
LADY SCARFACE	8	5	—19	54	—14

Princeton, September 4, 1941

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXII

Week Ending August 23, 1941

	1. Publicity Penetration In All Areas	2. Publicity Penetration In Areas Where Picture Had Not Yet Opened	3. + or - Average for P.P. One Week Before Release	4. Percentage of Those Having Heard of Picture Who Want to See It	5. + or - Average
	%	%	%	%	%
DR. JEKYLL & MR. HYDE	53	45	+21	76	+8
DIVE BOMBER	36	31	+7	70	+2
THE LITTLE FOXES	29	25	+1	80	+12
HERE COMES MR. JORDAN	29	14	Released	74	+6
MY LIFE WITH CAROLINE	28	18	-6	62	-6
FATHER TAKES A WIFE	20	20	-4	60	-8
PARACHUTE BATTALION	8	8	-16	65	-3
LADY SCARFACE	8	5	-19	50	-18
OUR WIFE	5	5	-19	Insufficient cases	

The percentage of theatergoers who want to see LADY SCARFACE has steadily declined for the past four weeks. LADY SCARFACE now has the lowest want-to-see vote ever measured by the Institute. On the other hand, the want-to-see vote for PARACHUTE BATTALION has shown a strong increase. The publicity penetration for

both pictures, however, still remains very low. It should be noted that the want-to-see vote for MY LIFE WITH CAROLINE has sharply declined and that the publicity penetration for THE LITTLE FOXES has not increased during the past week.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LXI

Week Ending August 16, 1941

	1. <i>Publicity Penetration In All Areas</i>	2. <i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	3. <i>+ or — Average for P.P. One Week Before Release</i>	4. <i>Percentage of Those Having Heard of Picture Who Want to See It</i>	5. <i>+ or — Average</i>
	%	%	%	%	%
TOM DICK AND HARRY	83	60	Released	72	+4
CHARLEY'S AUNT	66	49	Released	78	+10
HOLD THAT GHOST	49	29	Released	68	0
UNDERGROUND	44	21	Released	56	—12
MY LIFE WITH CAROLINE	27	18	—6	67	—1
THE LITTLE FOXES	25	25	+1	80	+12
FATHER TAKES A WIFE	18	18	—6	57	—11
LADY SCARFACE	8	5	—19	53	—15
PARACHUTE BATTALION	7	7	—17	60	—8

Note that 80 per cent of the theatergoers who have heard of THE LITTLE FOXES want to see the picture. This is a remarkably high want-to-see vote. Only 25 per cent of all theatergoers, however, have actually heard

of THE LITTLE FOXES—an increase of only 11 per cent since June 14th. All that is needed to make THE LITTLE FOXES an outstanding box-office success is a *substantial increase in publicity penetration.*

It is significant that the "want to see" vote on UNDERGROUND should be 14 points below average—more evidence that the customers do not want pictures which have anything to do with the Nazis.

In a survey conducted by Audience Research Institute during the last month theatergoers were asked whether they had enjoyed certain pictures *more* or *less* than they had expected to.

	<i>Per Cent Who Enjoyed Picture Less Than They Expected</i>
CITIZEN KANE	66
GREAT AMERICAN BROADCAST	64
THAT NIGHT IN RIO	59
ZIEGFELD GIRL	53
PENNY SERENADE	49
ROAD TO ZANZIBAR	49
FANTASIA	48
A GIRL, A GUY AND A GOB	46
THE DEVIL AND MISS JONES	45
MEET JOHN DOE	44

This table provides a fair index of the word-of-mouth for the pictures concerned. The inescapable inference is that CITIZEN KANE is being injured by unfavorable word-of-mouth. It follows that the sooner this picture is generally released, the better chance it will stand at the box-office. This deduction is confirmed by the fact that KANE'S "want to see" vote has recently shown disturbing symptoms of decline.

Princeton, August 12, 1941.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LX

Week Ending August 9, 1941

	1. <i>Publicity Penetration In All Areas</i>	2. <i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	3. <i>+ or — Average for P.P. One Week Before Release</i>	4. <i>Percentage of Those Having Heard of Picture Who Want to See It</i>	5. <i>+ or — Average</i>
	%	%	%	%	%
TOM DICK AND HARRY	75	58	Released	72	+4
CITIZEN KANE	62	51	+27	72	+4
CHARLEY'S AUNT	58	46	Released	77	+9
UNDERGROUND	40	10	Released	54	—14
FATHER TAKES A WIFE	17	17	—7	57	—11
LADY SCARFACE	6	5	—19	54	—14
PARACHUTE BATTALION	5	5	—19	60	—8
HERE IS A MAN	1	1	—23	Insufficient Cases	

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LVIII

Week Ending July 26, 1941

	1. <i>Publicity Penetration In All Areas</i>	2. <i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	3. <i>+ or — Average for P.P. One Week Before Release</i>	4. <i>Percentage of Those Having Heard of Picture Who Want to See It</i>	5. <i>+ or — Average</i>
	%	%	%	%	%
THE BRIDE CAME C.O.D.	70	37	Released	73	+5
TOM DICK AND HARRY	63	45	Released	69	+1
FANTASIA	61	45	Released	63	—5
SERGEANT YORK	54	46	+22	83	+15
THE RELUCTANT DRAGON	40	33	Released	62	—6
KISS THE BOYS GOOD-BYE	31	29	+5	67	—1
MANPOWER	22	16	Released	58	—10
DIVE BOMBER	17	17	—7	66	—2
MY LIFE WITH CAROLINE	6	6	—18	65	—3

Princeton, N. J., July 31, 1941.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LIX

Week Ending August 2, 1941

	1. <i>Publicity Penetration In All Areas</i>	2. <i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	3. <i>+ or — Average for P.P. One Week Before Release</i>	4. <i>Percentage of Those Having Heard of Picture Who Want to See It</i>	5. <i>+ or — Average</i>
	%	%	%	%	%
TOM DICK AND HARRY	72	52	Released	70	+2
CITIZEN KANE	63	51	+27	72	+4
DIVE BOMBER	18	18	—6	68	0
JUNGLE CAVALCADE	16	11	Released	53	—15
MY LIFE WITH CAROLINE	14	11	—13	67	—1
LADY SCARFACE	5	5	—19	Insufficient Cases	
PARACHUTE BATTALION	5	5	—19	Insufficient Cases	
HERE IS A MAN	1	1	—23	Insufficient Cases	

Princeton, N. J., August 7, 1941.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LII

Week Ending June 14, 1941

	1. Publicity Penetration In All Areas	2. Publicity Penetration In Areas Where Picture Had Not Yet Opened	3. + or — Average for P.P. One Week Before Release	4. Percentage of Those Having Heard of Picture Who Want to See It	5. + or — Average
	%	%	%	%	%
CITIZEN KANE	61	48	+24	72	+4
BILLY THE KID	44	33	Released	66	—2
IN THE NAVY	40	24	Released	74	+6
THE RELUCTANT DRAGON	15	15	—9	63	—5
TOM DICK AND HARRY	14	14	—10	63	—5
THE LITTLE FOXES	14	14	—10	77	+9
THE OUTLAW	11	11	—13	52	—16
MAN HUNT	10	6	—18	59	—9

The publicity penetration for *THE RELUCTANT DRAGON* and *TOM DICK AND HARRY* are still low. It is to be hoped that these pictures will be held back until their penetration has had time to build up to a higher figure.

At this distance *THE LITTLE FOXES* looks promising, with 77 per cent of all those who have heard of the picture wanting to see it.

If you have read our report on "When Should Publicity Start?" (LXIX) you will probably feel that the advertising and publicity campaigns for *LITTLE FOXES*, *RELUCTANT DRAGON* and *TOM DICK AND HARRY* should have started rolling some weeks ago.

It is an interesting commentary on the present state of public opinion that the Abbott and Costello comedy *IN THE NAVY* should receive a higher "Want To See" vote than such comparatively serious pictures as *CITIZEN KANE*, *MAN HUNT*, *MEET JOHN DOE*, *PENNY SERENADE*, *DEVIL AND MISS JONES*.

The *first* column in the above table shows the publicity penetration in all areas where interviewing was conducted. It is this figure which has always been reported in previous Indices.

The second column shows the publicity penetration in those areas where the picture has not yet opened. These figures reflect *national* advertising and publicity, and exclude the effect of *local* publicity by exhibitors.

Princeton, June 18, 1941

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LIH

Week Ending June 21, 1941

	1. Publicity Penetration In All Areas	2. Publicity Penetration In Areas Where Picture Had Not Yet Opened	3. + or - Average for P.P. One Week Before Release	4. Percentage of Those Having Heard of Picture Who Want to See It	5. + or - Average
	%	%	%	%	%
CAUGHT IN THE DRAFT	53	47	+23	81	+13
THE RELUCTANT DRAGON	25	25	+1	64	-4
TOM DICK AND HARRY	24	24	0	65	-3
MAN HUNT	23	9	-15	58	-10
MOON OVER MIAMI	18	18	-6	56	-12
THEY MET IN BOMBAY	13	13	-11	67	-1
SHEPHERD OF THE HILLS	12	12	-12	63	-5
THE BIG STORE	8	6	-18	Insufficient cases	

The publicity penetration both for THE RELUCTANT DRAGON and for TOM DICK AND HARRY has now reached the average for A pictures one week prior to release. In both cases the "Want To See" vote is slightly below average.

CAUGHT IN THE DRAFT registers an exceptionally high publicity penetration as well as super-normal "Want To See" vote. In normal weather we should look for a box-office rating of 140 per cent on the RKO Classification.

It is interesting to see such a low penetration on THEY MET IN BOMBAY. Present indications point to a disappointment for MGM in the box-office performance of this picture, although there is still time for a big improvement in the "Want To See" vote.

THE BIG STORE is apparently being opened almost stone cold.

Princeton, June 26, 1941.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LIV

Week Ending June 28, 1941

	1. Publicity Penetration In All Areas	2. Publicity Penetration In Areas Where Picture Had Not Yet Opened	3. + or — Average for P.P. One Week Before Release	4. Percentage of Those Having Heard of Picture Who Want to See It	5. + or — Average
	%	%	%	%	%
CAUGHT IN THE DRAFT	59	52	+28	82	+14
TOM DICK AND HARRY	27	27	+3	64	—4
THE RELUCTANT DRAGON	27	26	+2	65	—3
THEY MET IN BOMBAY	21	19	—5	67	—1
MOON OVER MIAMI	20	20	—4	56	—12
THE BIG STORE	12	8	Released	66	—2
SHEPHERD OF THE HILLS	12	12	—12	63	—5

The publicity penetration of CAUGHT IN THE DRAFT is one of the highest pre-release penetrations yet recorded by Audience Research Institute, and only one picture has registered a higher "want to see" vote.

It is interesting to observe the failure of the publicity campaign for THE BIG STORE. Whatever fate befalls this picture at the box-office, you will know that the inadequate

publicity was at least a contributing factor.

TOM DICK AND HARRY is creeping up, but it still has a long way to go before reaching the 46 per cent pre-release penetration registered by the last Ginger Rogers picture.

The "want to see" vote on THE RELUCTANT DRAGON is slightly sub-normal, but not to the extent suggested by the reactions of certain exhibitors.

Princeton, July 2, 1941.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LV

Week Ending July 5, 1941

	1. <i>Publicity Penetration In All Areas</i>	2. <i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	3. <i>+ or — Average for P.P. One Week Before Release</i>	4. <i>Percentage of Those Having Heard of Picture Who Want to See It</i>	5. <i>+ or — Average</i>
	%	%	%	%	%
CITIZEN KANE	65	51	+27	72	+4
THEY MET IN BOMBAY	49	24	Released	65	—3
MOON OVER MIAMI	44	35	Released	58	—10
SERGEANT YORK	37	29	+5	74	+6
THE RELUCTANT DRAGON	29	27	Released	65	—3
TOM DICK AND HARRY	29	29	+5	64	—4
MANPOWER	17	10	—14	61	—7
SHEPHERD OF THE HILLS	15	15	—9	62	—6
BLOSSOMS IN THE DUST	13	8	—16	Insufficient Cases	

Princeton, July 10, 1941

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LVII

Week Ending July 19, 1941

	1. <i>Publicity Penetration In All Areas</i>	2. <i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	3. <i>+ or — Average for P.P. One Week Before Release</i>	4. <i>Percentage of Those Having Heard of Picture Who Want to See It</i>	5. <i>+ or — Average</i>
	%	%	%	%	%
THE BRIDE CAME C.O.D.	54	34	Released	77	+9
TOM DICK AND HARRY	46	38	Released	68	0
SERGEANT YORK	46	39	+15	81	+13
THE RELUCTANT DRAGON	40	33	Released	63	—5
SHEPHERD OF THE HILLS	37	25	Released	63	—5
MANPOWER	21	16	—8	59	—9
MAJOR BARBARA	15	7	—17	64	—4
DIVE BOMBER	14	14	—10	67	—1
MY LIFE WITH CAROLINE	6	6	—18	Insufficient Cases	

Princeton, N. J., July 24, 1941.

AUDIENCE RESEARCH INSTITUTE

INDEX OF PUBLICITY PENETRATION LVI

Week Ending July 12, 1941

	1. <i>Publicity Penetration In All Areas</i>	2. <i>Publicity Penetration In Areas Where Picture Had Not Yet Opened</i>	3. <i>+ or — Average for P.P. One Week Before Release</i>	4. <i>Percentage of Those Having Heard of Picture Who Want to See It</i>	5. <i>+ or — Average</i>
	%	%	%	%	%
MOON OVER MIAMI	63	50	Released	60	—8
SERGEANT YORK	45	39	+15	79	+11
THE RELUCTANT DRAGON	39	28	Released	63	—5
TOM DICK AND HARRY	35	35	+11	68	0
KISS THE BOYS GOOD-BYE	31	31	+7	70	+2
SHEPHERD OF THE HILLS	21	19	—5	62	—6
BLOSSOMS IN THE DUST	18	12	—12	75	+7
MANPOWER	17	13	—11	59	—9

Princeton, July 17, 1941